

# Comparisons of Job Characteristics

Focus Occupation: **Marketing Managers (11-2021)**

Associated Occupation: **Sales Managers (11-2022)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Sales Managers (11-2022)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	21.6	21.5	0	Current knowledge level may be sufficient
Customer and Personal Service	11.3	17.8	18.3	0	Current knowledge level may be sufficient
Administration and Management	8.4	14.7	13.9	0	Current knowledge level may be sufficient
Personnel and Human Resources	5.6	12.4	9.5	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	9.8	7.9	<	Expanded education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 94

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Sales Managers (11-2022)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Monitoring	9.9	14.9	12.8	<	A higher skill level may be required
Social Perceptiveness	9.1	14.6	13.0	<	A higher skill level may be required
Persuasion	7.4	14.2	13.3	0	Current skill level may be sufficient
Coordination	9.1	13.8	11.6	<	A higher skill level may be required
Management of Personnel Resources	6.9	13.3	11.5	<	A higher skill level may be required
Service Orientation	7.9	12.6	9.7	<<	Extensive development of skills in this area may be required
Time Management	8.9	12.6	11.0	<	A higher skill level may be required

Negotiation	6.8	12.0	11.0	0	Current skill level may be sufficient
Systems Evaluation	6.4	11.9	10.8	<	A higher skill level may be required
Systems Analysis	6.5	11.4	10.1	<	A higher skill level may be required
Management of Financial Resources	3.3	9.6	9.6	0	Current skill level may be sufficient
Management of Material Resources	3.7	7.3	6.5	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Abilities

Similarity of Focus Occupation to Associated Occupation: 95

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Sales Managers (11-2022)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Oral Comprehension	12.5	15.7	15.0	0 Current ability level may be sufficient
Speech Clarity	10.2	14.0	12.0	< Some improvement in abilities may be required
Written Expression	9.8	13.6	13.0	0 Current ability level may be sufficient
Speech Recognition	9.9	13.2	12.5	0 Current ability level may be sufficient
Deductive Reasoning	10.6	13.0	14.1	0 Current ability level may be sufficient
Originality	7.6	12.6	12.3	0 Current ability level may be sufficient
Fluency of Ideas	7.6	12.2	13.3	0 Current ability level may be sufficient
Number Facility	6.3	9.5	8.9	0 Current ability level may be sufficient
Memorization	5.6	8.6	7.3	< Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 91

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Sales Managers (11-2022)

Work Activities	Exclusivity of Activity
Analyze market or delivery systems	87
Analyze sales activities or trends	74
Assign work to staff or employees	30
Conduct market research	80
Conduct or attend staff meetings	47
Conduct research on work-related topics	44
Conduct sales presentations	75
Direct and coordinate activities of workers or staff	3

Evaluate performance of employees or contract personnel	54
Hire, discharge, transfer, or promote workers	47
Make presentations	13
Monitor consumer or marketing trends	74
Oversee execution of organizational or program policies	49
Oversee sales programs	89
Provide customer service	14
Use knowledge of written communication in sales work	69
Use product knowledge to market goods	80
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 93

**Focus Occupation: Marketing Managers (11-2021)**  
**Associated Occupation: Sales Managers (11-2022)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.